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National Business and Financial Weekly

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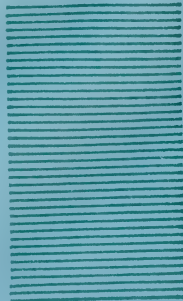
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EDGAR A. ROLL
CIRCULATION SALES DIRECTOR

Dear Friend of Barron's:

Back in 1925, Barron's published an article suggesting how \$100,000 might be well invested in securities for a widow with two small children.

The plan was based on a set of ten rules for investors, stated in the article.

The securities (stocks and bonds), all picked in accordance with the first seven of the ten rules, are today worth \$596,000.

The stocks are worth \$545,000 - over ten times their original value of \$51,000.

Average annual income, for the entire forty years, has exceeded \$9,200.

Income for 1964 was \$17,933.

So here you have to date how a list of securities, compiled in the third year of Calvin Coolidge's presidency, weathered the wild twenties, the woeful thirties, World War II, and the 1962 market plunge - yet without benefit of the important interim supervision provided for in the last three of the original ten rules.

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We have now reprinted these ten rules in a little Barron's booklet, with interpretative comment on each rule.

As a piece of printed matter, the booklet is slight; takes you but a few minutes to read.

But I believe you will agree, its every word is pure gold.

You'll not only welcome the ten rules for their immediate value. I venture to predict you'll also come back to them re-

peatedly in the future -- for their help on your ever-present problem of safeguarding what you have, and making it grow and produce for you.

But you can't buy this booklet. It's not for sale.

I would like you to accept it in return for a little favor I'd like to ask of you -- one that I think will interest you.

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Barron's, as you probably know, is a national financial weekly -- the only one published by Dow Jones, the world's largest, fastest business news-gathering organization.

By virtue of this close connection -- this day-in, day-out working contact with Dow Jones' reporters, analysts, editors -- Barron's is an amazingly well-informed publication, continually surprising its readers with the intimacy and vital investment significance of its summaries and forecasts of industrial changes, corporate and government affairs.

Barron's own large staff of experts weighs, sifts, interprets -- to bring you each week just the information you need about business and market trends, corporation prospects, the intrinsic values of securities -- clear, concise reports based on firsthand, intimate knowledge of what's going on.

So you can readily see why Barron's (established 1921) has become the source and authority for many economists, stock-market services, investment consultants, and statisticians.

Yet the information for which you pay them high fees is just as basically available to you in Barron's weekly pages as it is to them.

I think you'll agree with me we have a honey of a story:

1. A worthwhile saving on what you must pay for financial information.
2. Thoroughly reliable data every week -- to guide you in the continuous supervision of your investment list -- in the decisions you make on investment acquisitions or sales.

3. Comprehensive weekly trend reports -- political, industrial, financial -- to help you plan your investment moves with greater understanding and foresight -- with fewer worries -- with added peace of mind.

But you know how "funny," how unpredictable, people are. You can never be sure of their reactions until after you have spent a great deal of money to find out. That is, unless you test first.

Which brings me to the favor I want to ask of you.

Before we sink a lot of money into mailing thousands of circular letters to the large key groups of prospective new readers we have in mind, we come to you as a representative prospect.

Will you do this:

Merely try Barron's -- and judge the information in it for scope, brevity, reader interest, and practical money value.

See what you get on stock-market trends, bonds, mutual funds -- "growth" stocks -- situations to consider for income -- securities to stay out of or sell now, because of serious weakness.

Compare Barron's with any other financial-information service, or combination of services, costing from \$25 to \$150 a year, or more. (Barron's costs \$15 a year.)

Under this special trial arrangement, you pay ONLY OUR SHORT-TERM INTRODUCTORY PRICE, \$3.75 for 13 WEEKLY ISSUES (3 months).

If Barron's does not live up to your expectations, will you send us a brief note giving us your frank and honest opinion of it?

Whether you become a Barron's enthusiast or not, we shall genuinely appreciate your part in this test.

Of course, you understand, if your participation is to be of value to us in deciding our coming mailings to the key groups, your immediate response is necessary.

Will you, therefore, fill in your name and address on the

enclosed form and return it to us today in the accompanying self-addressed envelope that requires no postage?

Thank you for your help.

Sincerely yours,

Edgar A. Roll

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P. S. When Barron's arrives, be sure to examine "Stock Market at a Glance" in the back. Unique ready reference covering prices, earnings and dividends of ALL stocks traded on New York and American Stock Exchanges -- with conspicuous symbols signalling all new dividend declarations or omissions and all new earnings. Weekly range and other statistics. Also quotations on all more active stocks on the major U.S. regional exchanges, the leading Canadian exchanges, and over 1,500 Over-the-Counter quotations -- all with earnings, dividends, year's high and low. No other service like it anywhere!